

# Call Center Training: Sales and Customer Service Training for Call Center Agents

## Course Overview

Whether we choose to embrace them or cannot stand being interrupted by their calls, call centers are a business element that is here to stay. This course will help call center agents learn to make the most of their telephone-based work, including understanding the best ways to listen and be heard. Each phone interaction has elements of sales and customer service skills, which we will explore in detail throughout this energizing and practical course.

## Learning Objectives

- ✓ Understand the nuances of body language and verbal skills, which are so important in conversations that do not have a face-to-face element Learn aspects of verbal communication such as tone, cadence, and pitch Demonstrate an understanding of questioning and listening skills Acquire comfort with delivering bad news and saying no Learn effective ways to negotiate
- ✓ Understand the importance of creating and delivering meaningful messages Use tools to facilitate communication
- ✓ Realize the value of personalizing interactions and developing relationships
- ✓ Practice vocal techniques that enhance speech and communication ability
- ✓ Personalize techniques for managing stress

## Course outline

### Session One: Course Overview

### Session Two: What's Missing in Telephone Communication?

It's Not What You Say; It's How You Say It  
In the Absence of Body Language

### Session Three: Verbal Communication Techniques

Being Yourself and Sounding Your Best  
A Service Image

### Session Four: Who are Your Customers?

Define the Customer and Client  
About Relationships

### Session Five: To Serve and Delight

### Session Six: Did You Hear Me?

Listening Skills  
The Mission: To Listen

### Session Seven: Asking the Right Questions

Open Questions vs. Closed Questions  
Probing Techniques

### Session Eight: Saying No

When We Say "No"  
Delivering Bad News

### Session Nine: Sales by Phone

Benefits of Telemarketing  
Rapport Building

### Session Ten: Taking Messages

Pen in Hand  
Effective Messages

### Session Eleven: Staying Out of Voice Mail Jail

### Session Twelve: Closing Down the Voice

### Session Thirteen: Cold and Warm Calls

The Cold Call  
The Warm Call

### Session Fourteen: Developing a Script

Scripting Techniques  
Sample Script

### Session Fifteen: Perfecting the Script

Making the Script Yours  
Using Cheat Sheets

**Session Sixteen: Going Above and Beyond**

Fifteen Techniques for CCA Success  
Customize Your Service

**Session Seventeen: Handling Objections**

**Session Eighteen: Closing the Sale**

**Session Nineteen: Feelings**

**Session Twenty: Changes in the Customer**

The Changing Customer  
What the Customer Wants

**Session Twenty-One: Negotiation Techniques**

Mastering Negotiation Skills  
Practicing Negotiation

**Session Twenty-Two: It's More Than Just a Phase**

Phases of Negotiation  
Negotiation Made Easier

**Session Twenty-Three: High Impact Moments**

Make It Count  
Creating Case Studies

**Session Twenty-Four: Tips for Challenging Callers**

Tips and Tricks  
Caller Behaviors  
Up the Mountain

**Session Twenty-Five: Dealing with Difficult Customers**

Dealing with Problems  
Dealing with Vulgarity

**Session Twenty-Six: Phone Tag and Getting the Call Back**

Phone Tag  
Following Up

**Session Twenty-Seven: This is My Mentor**

**Session Twenty-Eight: Stress Busting**

**Session Twenty-Nine: News from Within**

Management Reports  
Pre-Assignment Review  
CCA Reports

**Session Thirty: Wrapping Up**

It's a Wrap – Just About!  
Debrief

**Session Thirty-One: Close with Vocals**

Recommended Reading List  
Post-Course Assessment  
Pre- and Post-Assessment Answer Keys  
Personal Action Plan